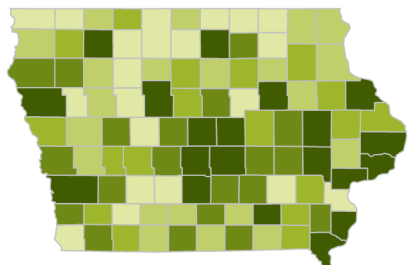
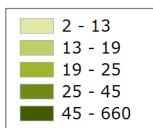


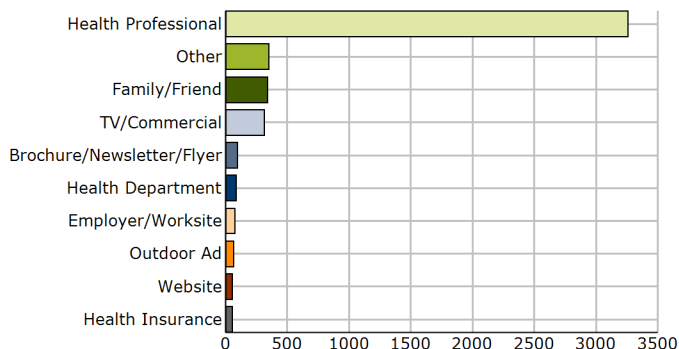
Contract dates from 7/1/2015 through 12/31/2015

Tobacco Users Served YTD (Adults)

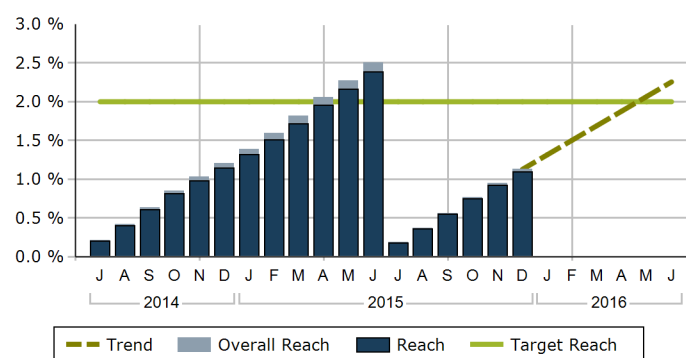


	Population	Prevalence	Tobacco Users
<b>Adult</b>	2,324,368	19.5 %	453,252
		Quitline	State
<b>Tobacco Users YTD</b>		5,832	5,990
<b>Unique Tobacco Users YTD</b>	4	3,293	3,413
<b>Target Reach</b>		2.0 %	2.0 %
<b>Reach YTD</b>	1	1.29 %	1.32 %
<b>Reach - NAQC</b>	2	0.93 %	0.93 %
<b>Annualized Reach</b>	1	2.57 %	2.64 %
<b>Annualized Reach - NAQC</b>	2	1.85 %	1.85 %
<b>Unique Individual Reach</b>	4	0.73 %	0.75 %

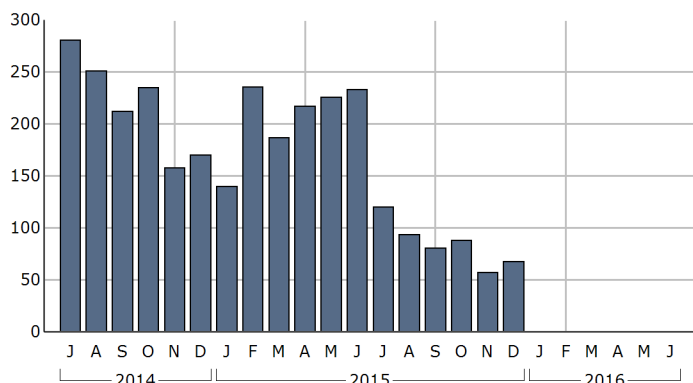
Top 10 How Heard About (Contract YTD)



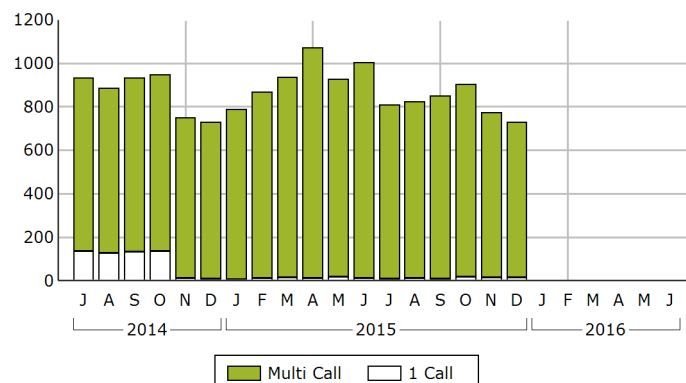
Cumulative Reach Rate



Tobacco Users Receiving NRT



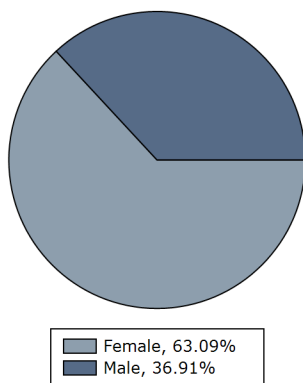
Tobacco User Enrollments By Program Type



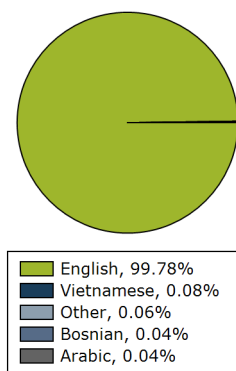
NOTE: Includes Tobacco Users only, does not include Proxy or Provider.

## Demographics (Past 6 Months)

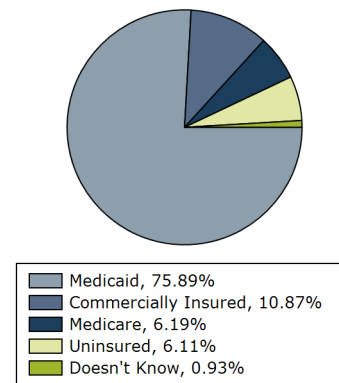
Tobacco Users By Gender



Tobacco Users By Language



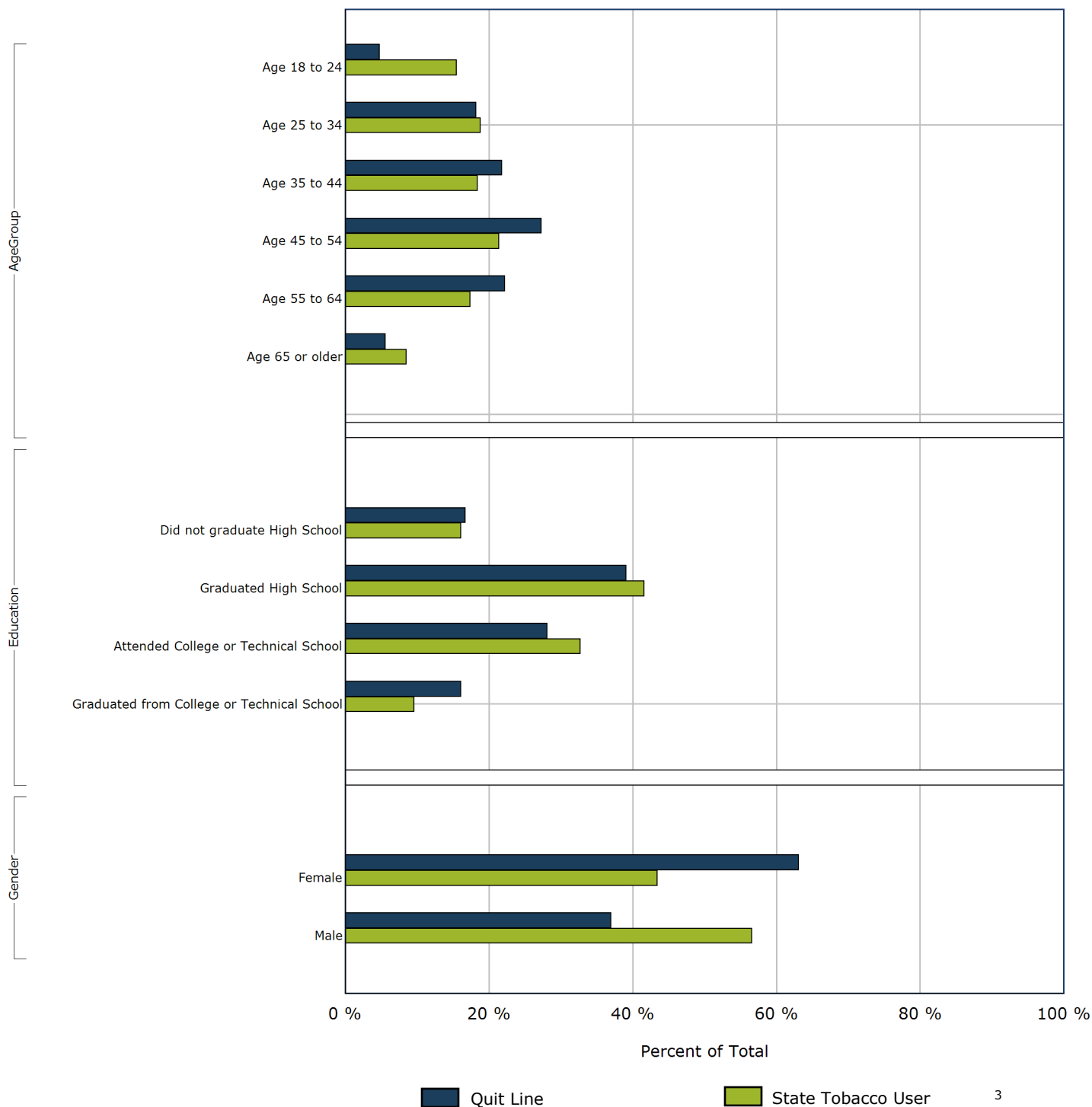
Tobacco Users By Health Plan



1. Reach - includes all tobacco users, regardless of service requested.

2. NAQC Reach - includes tobacco users provided minimal, low-intensity, or higher intensity counseling OR medications OR both counseling and medications.

### Demographic Comparison



3. Data Source: Centers for Disease Control and Prevention (CDC). Behavioral Risk Factor Surveillance System Survey Data. Atlanta, Georgia: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, 2013.

4. Unique Tobacco Users & Unique Individual Reach: Includes first time registered tobacco users, regardless of service requested.